

REMARKS

In response to the Office Action mailed November 30, 2006, claims 1-7 are cancelled. Claims 8 and 11 are amended. No new matter has been added. Accordingly, claims 8-13 are presented for the Examiner's consideration.

A petition for a one month extension of time is submitted herewith.

Claims 1, 2, and 4 were rejected under 35 U.S.C. §103(a) as being unpatentable over U.S. Patent No. 6,438,752 to McClard ("McClard") in view of U.S. Patent No. 6,530,082 to Del Sesto et al. ("Del Sesto"). Claims 5 and 7 were rejected under 35 U.S.C. §103(a) as being unpatentable over McClard in view of Del Sesto in further view of U.S. Patent Application Publication No. 2005/0091685 to Sezan et al. ("Sezan"). All of claims 1, 2, 4, 5, and 7 have been cancelled, thereby obviating these rejections.

Claims 8-13 were rejected under 35 U.S.C. §103(a) as being unpatentable over U.S. Patent No. 6,286,140 to Ivanyi ("Ivanyi") in view of McClard in view of Del Sesto.

Claim 8 has been amended to recite:

"obtaining a reception log and a receiver ID of at least one broadcast receiver and recording the reception log and the receiver ID in a database;

recording program information concerning a broadcast program in the database;

reading the reception log, the receiver ID, and the program information from the database and computing viewing and listening information concerning viewing and listening,

wherein the viewing and listening information includes viewer preferences for each segment of a program..."

Applicants respectfully submit that none of the cited references, either alone or in combination, teach or suggest computing viewing and listening information including viewer preferences for each segment of a program.

Accordingly, it is respectfully requested that the rejection of claim 8 be withdrawn. Because claims 9 and 10 depend from and include all the limitations of claim 8, Applicant requests that these rejections also be withdrawn for at least the reasons discussed in relation to claim 8.

Claim 11 has been amended similarly to claim 8. Specifically, claim 11 now recites "viewing and listening information management means for computing viewing and listening information... wherein the viewing and listening information includes viewer preferences for each segment of a program." Accordingly, for at least the reasons discussed above in connection with claim 8, Applicant respectfully submits that claim 11 is patentable over the cited references. Additionally, claims 12 and 13 which depend from claim 11 and thus include all the limitations thereof are also patentable. Accordingly, Applicant requests that the rejection of claims 11-13 be withdrawn.

As it is believed that all of the rejections set forth in the Official Action have been fully met, favorable reconsideration and allowance are earnestly solicited.

If, however, for any reason the Examiner does not believe that such action can be taken at this time, it is respectfully requested that he/she telephone applicant's attorney at (908) 654-5000 in order to overcome any additional objections which he might have.

Application No.: 10/010,877

Docket No.: SONYJP 3.0-844

If there are any additional charges in connection with this requested amendment, the Examiner is authorized to charge Deposit Account No. 12-1095 therefor.

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Respectfully submitted,

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